

From: [Downtown Development District](#)
To: [Kent Smith](#)
Subject: Park(ing) Day NOLA 2015
Date: Monday, July 20, 2015 6:05:02 AM

FOR IMMEDIATE RELEASE

Friday, September 18, 2015

Temporary Tactics for improving the Public Realm

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WHAT

This is an open call to artists, designers, architects, urban planners and any other local activists to submit design proposals to be constructed for New Orleans PARK(ing) Day. PARK(ing) Day is an annual, open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into "PARK(ing)" spaces: temporary public places. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a single metered parking space into a temporary public park in downtown San Francisco. Since 2005, PARK(ing) Day has evolved into a global movement, with organizations and individuals creating new forms of temporary public space in urban contexts around the world.

These temporary public spaces are sponsored by local businesses and organizations which understand the importance of carving out space for public use in increasingly dense urban environments. Each park developer will be responsible for funding their project. Park(ing) Day seeks to encourage community interaction and livability. We hope PARK(ing) Day will cultivate the sense of civic pride, improve our city's local urban environment, incubate new urban programs, and evolve the way we think about the design and craft of urban place making.

WHERE: Within the boundaries of the Downtown Development District: Iberville St, Convention Center Blvd., S. Claiborne Ave, and Calliope St.

WHEN: Friday, September 18, 2015 - 10 a.m. to 4 p.m.

DEADLINES:

August 14: Proposal Submission Deadline

August 21: Approved projects announced

September 2: Mandatory Meeting for all Participants

September 18, 2015: Park(ing) Day

GUIDELINES:

Design criteria includes the following:

- Teams can be composed of single or multiple individuals, or organizations. Interdisciplinary teams are encouraged.
- Proposals should be programmed to engage various participants and may be associated with music, food, health and wellness, art, etc...
- Consider how users will engage/interact with proposed program for 6 hours, between 10 am to 4 pm. Setup and breakdown will occur before 10 a.m. and after 4 p.m, respectively.
- The PARK(ing) Day organizing committee will provide: coordination support, required permits, communication and signage on site

Each PARK(ing) space must respond to the PARK(ing) Day guidelines, listed below:

1. Design for minimum of 1 space at 7' x 20' and maximum of 2 spaces at 7' x 40'
2. Consider environmental conditions such as sun, shade, wind, weather, traffic and construction
3. Building Materials should consider groundcover, seating, shade, enclosure and signage
4. Plan ahead for sourcing materials in advance, transportation of materials to and from site, assembly, documentation and user engagement.
5. All participants are responsible to remove any materials, trash, or debris associated with his/her parklet at the end of the day. The metered spot should be returned to its original condition so that vehicles may be able to resume use without any

obstructions.

6. Any PARK(ing) Day Participant may place its brand, logo or other promotional imagery on signage associated with its PARK(ing) Day Installation. Such Signage is limited to two (2) posters, no larger than 11x17 inches in size, that serve the sole purpose of acknowledging the creators, funders or organizers of the PARK(ing) Day installation. **The Signage may not contain specific offers for goods or services, or offer specific promotions, discounts, or coupons, whether related to PARK(ing) Day or not.**

SUBMISSION REQUIREMENTS

Design Proposals should be presented on a maximum of five 8.5" x 11" sheets and include:

1. Contact information including email and a phone number that we can use the day of the event to contact you.
2. Specific description of the proposed location including closest municipal address and intersection.
3. Brief description of the parking space design/activity (schematic drawings and sketches are encouraged).
4. Number of parking spaces requested (we ask that you do not leave any of the spots you request empty)

SUBMISSIONS & INQUIRIES

Info: downtownnola.com/ParkingDayNOLA

Contact / Submissions: parkingdaynola@gmail.com

LaSwanda Green

Igreen@downtownnola.com

504-620-9289

ABOUT THE DDD

Commissioned by the State Legislature in 1974, the Downtown Development District (DDD) is America's oldest Business Improvement District. Funded by a special property tax, the DDD provides enhanced services in economic development, cleaning, and public safety. The DDD is bounded by Claiborne, the Mississippi River, the Pontchartrain Expressway, and Iberville Street. For more information, visit www.downtownnola.com.

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